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Middle Management Seminar

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Recommended Citation

University of Montana–Missoula. Office of University Relations, "Middle Management Seminar" (1966).
University of Montana News Releases, 1928, 1956-present. 1759.
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stewart
1-24-66

FOR IMMEDIATE RELEASE

MISSOULA--

The Second Annual Middle Management Seminar for businessmen and other interested persons in the Missoula area will get underway Feb. 8 on the University of Montana campus, according to a joint announcement made today by the UM School of Business Administration and the Missoula Chamber of Commerce.

Dale Moore, president of the Missoula Chamber, said he and the Chamber were pleased to carry on a long tradition of cooperation with the business school by co-sponsoring the seminar. He said the seminar's timely value was inestimable to the Missoula business community.

Dr. James L. Athearn, dean of the School, reported the six weeks seminar would be limited to 25 participants. There is a fee of \$25 per participant for the series, which terminates on March 15. All six of the seminar leaders are members of the School's faculty and are specialists in their fields.

Interested persons are urged to contact the School of Business Administration, or phone 243-4831, in order to be registered, Dean Athearn said.

The six seminar topics, their leaders, dates and descriptions:

"Clues for Successful Advertising and Sales Promotion," by Dr. Lawrence J. Hunt, Feb. 8, is a seminar dealing with guidelines leading to a better return on the advertising and sales promotion dollar.

"Unveiling the Computer," by Dr. Jack J. Kempner, Feb. 15, is a look at current developments in data processing equipment and its potential impact on small business over the next decade.

"Accounting Information for Business Decisions," by Dr. Donald J. Emblem, Feb. 22, is the identifying of basic patterns of cost behavior; the use of cost-

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volume-profit analysis for evaluating the impact of alternative courses of action; and establishing guidelines for making investments in capital equipment.

"Life Insurance: Its Nature and Uses," by Dr. Athearn, March 1, is a thorough examination of the different types of life insurance contracts, their major provisions, the factors determining their cost, and the circumstances under which each may be the best choice for the buyer.

"The Management of People," by Dr. Thomas G. Johnson, March 8, deals with selected applications of psychology to problems of employees, supervisors and managers and how managerial assumptions about people affect the formal organization of the company.

"Do Government Policies Hurt or Help Business?" by Dr. Gene L. Erion, March 15, discusses governmental policies affecting tendencies toward inflation or deflation: 1) monetary policy; 2) government financial--fiscal--policy and complications arising from the international position of the United States.

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The recipients will be presented with a cast bronze grizzly bear, traditional mascot of the University and symbol of Montana. These little bears, measuring 7½ inches high by 9 inches long, were sculpted and cast at the University under the hands and direction of Rudy Artio, the University's distinguished ceramic artist and sculptor.

Horvsky, who hails from Helena, is advisor to President Johnson on National

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